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ABSTRACT

A supplement to a study of public library usage in Illinois, this report presents the television viewing, radio listening, and newspaper reading habits of the respondents in its survey. Findings for each question are shown for the total sample, and in some instances they are also shown separately for segments of the population. Similar charts for television and radio viewing/listening habits show number of hours watched/listened to per day, times of day when watched/listened to, and favorite types of programs; for newspaper reading habits, charts show daily readership, number of days a week newspaper usually read, and newspapers read. Additional data on media habits are available in the complete computer tables. Included at the end of the supplement is a listing of the television programs in each category. Radio programs were defined on the questionnaire. (JD)

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ED167087

Illinois State Library Report No. 2

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PUBLIC LIBRARY USAGE IN ILLINOIS:

MEDIA SURVEY SUPPLEMENT

by

Elrick and Lavidge, Inc.

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This study was performed by Elrick and Lavidge, Inc., Chicago, Illinois, under contract with the Illinois State Library. This report is part of the ILLINET Public Information Project, a Library Services and Construction Act project, administered by the Illinois State Library.

Alan J. Dixon
Secretary of State
and State Librarian

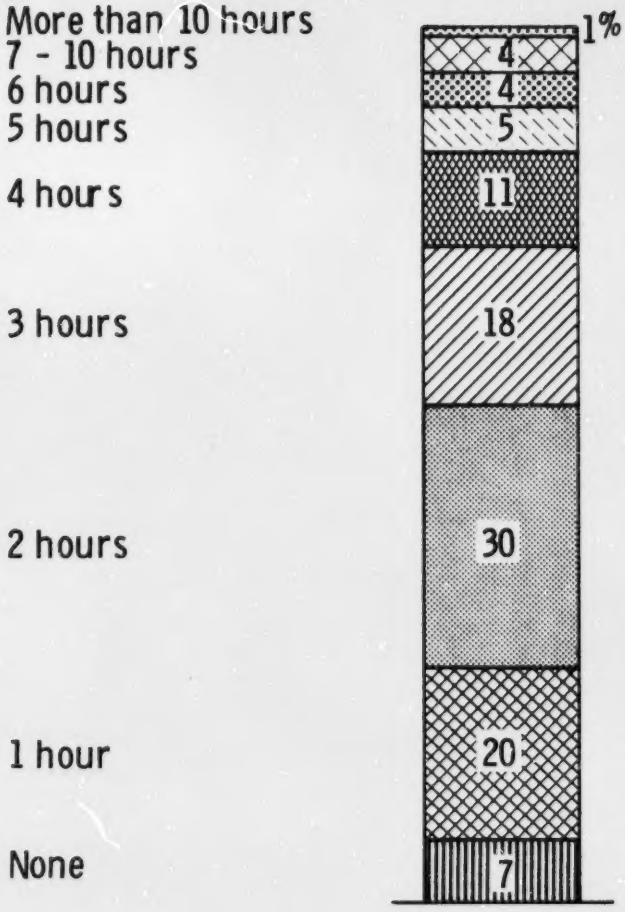
Illinois State Library
Sprinfield, Illinois
June 1977

IR006 763

The following exhibits show the television viewing, radio listening and newspaper reading habits reported by the respondents in this study. Findings for each question are shown for the total sample and in some instances they are also shown separately for certain segments of the population. Additional data on media habits are available in the complete computer tables.

The categories of television and radio programs were provided Elrick and Lavidge by Foote, Cone and Belding. A listing of the television programs in each category is included at the end of this supplement. Radio program categories were defined on the questionnaire.

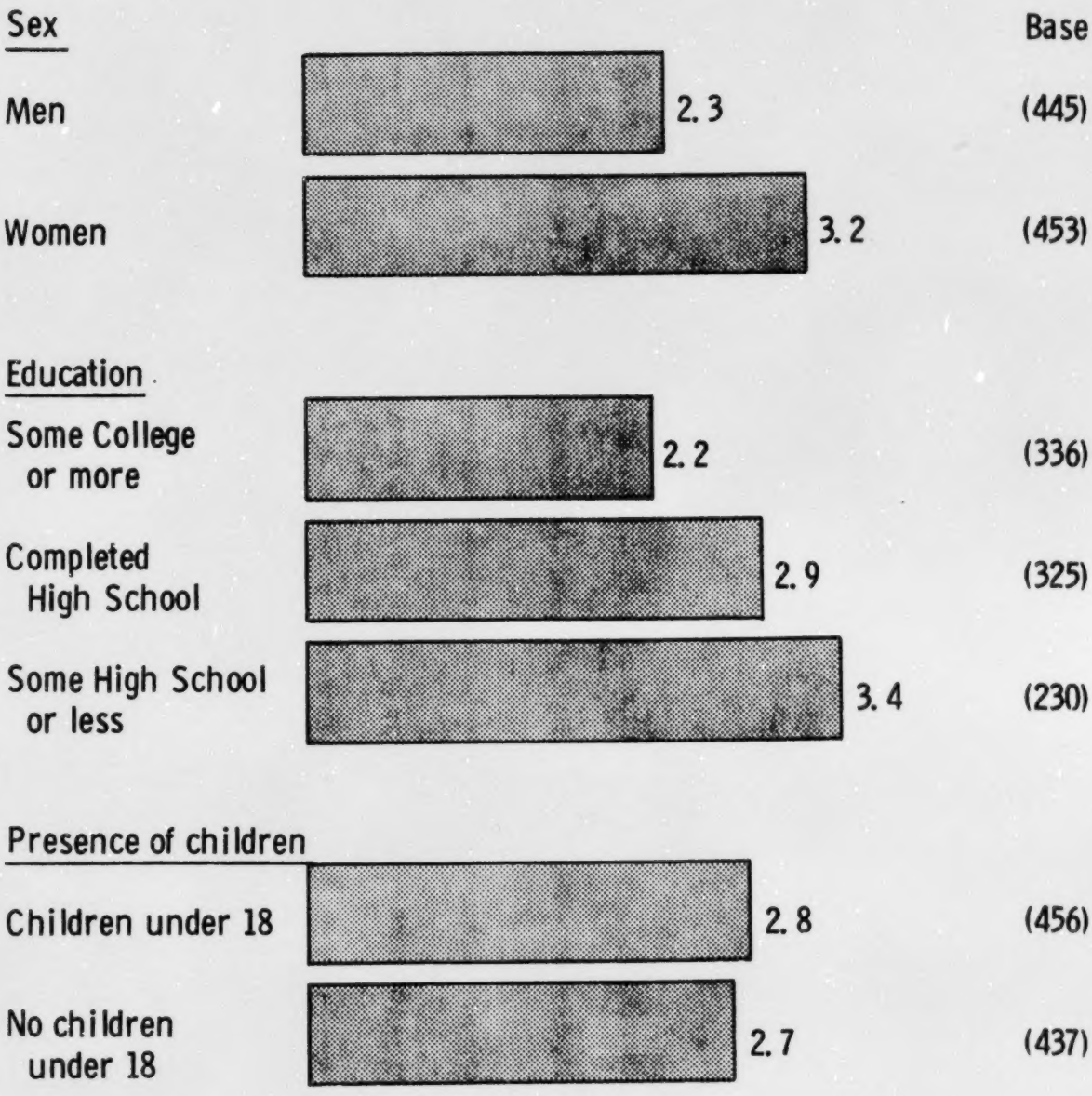
NUMBER OF HOURS TELEVISION IS WATCHED PER DAY
- Total Sample -



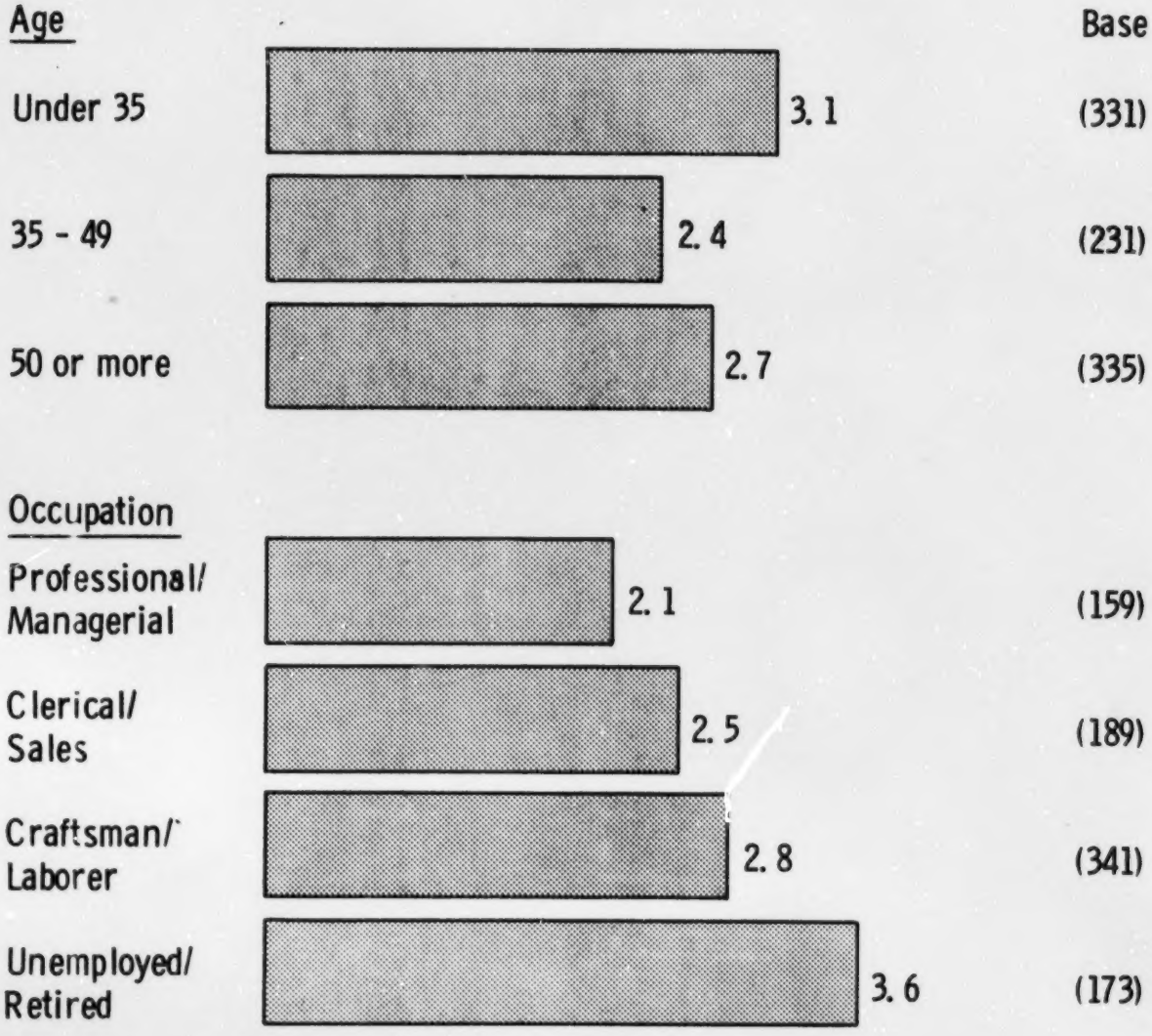
Average: 2.75 hours

Base: (898)

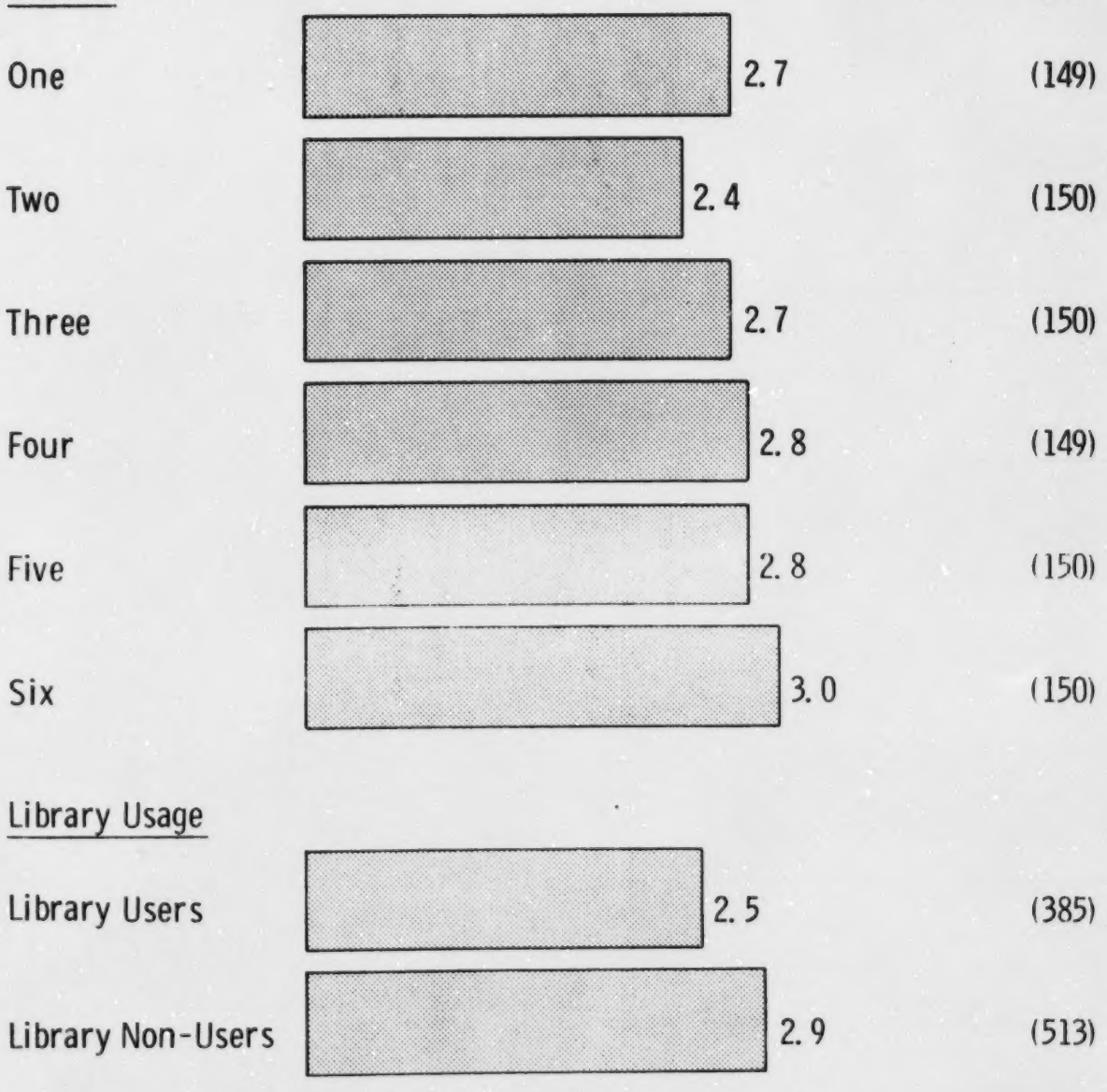
AVERAGE NUMBER OF HOURS OF TELEVISION WATCHED PER DAY
- by Various Population Segments -



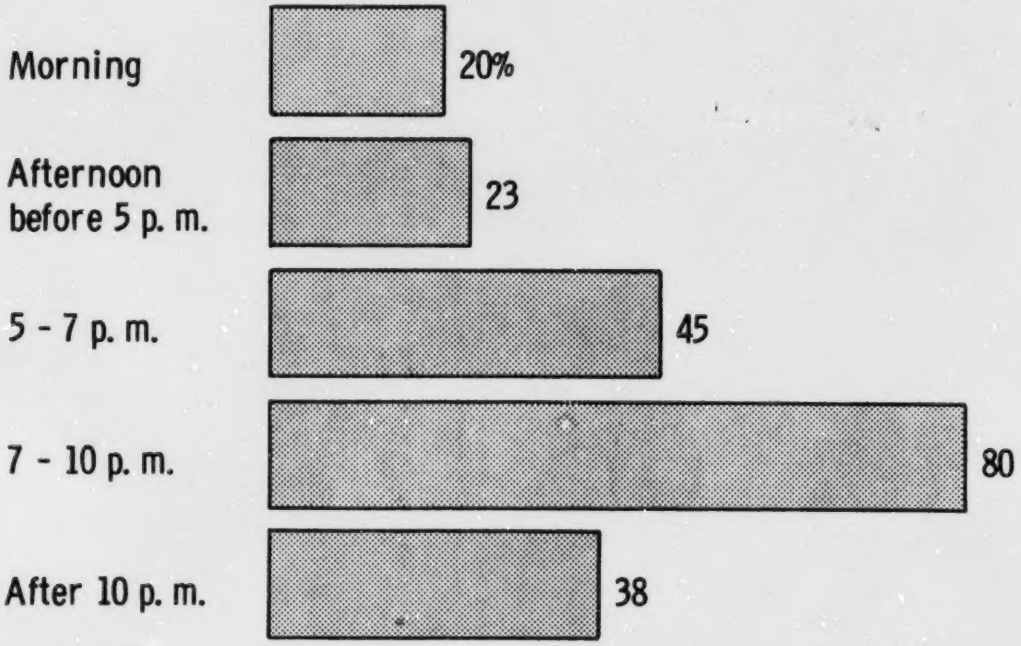
AVERAGE NUMBER OF HOURS OF TELEVISION WATCHED PER DAY
- by Various Population Segments -
(Continued)



AVERAGE NUMBER OF HOURS OF TELEVISION WATCHED PER DAY
- by Various Population Segments -
(Continued)



TIMES OF DAY WHEN TELEVISION IS WATCHED
- People Who Watch Television -



Base: (776)

FAVORITE TYPES OF TELEVISION PROGRAMS
- People Who Watch Television -

Commedy/variety	45%
News/documentaries	25
General drama	23
Police/detective	22
Movies/feature films	12
Sports	9
Soap operas - daytime	9
Conversation	7
Educational-channel	7
Quiz/game shows	6
Adventure	4
Suspense/mystery	2
Weekend children's shows	1
Base:	(838)

FAVORITE TYPES OF TELEVISION PROGRAMS
- People Who Watch Television -
- by Library Usage -

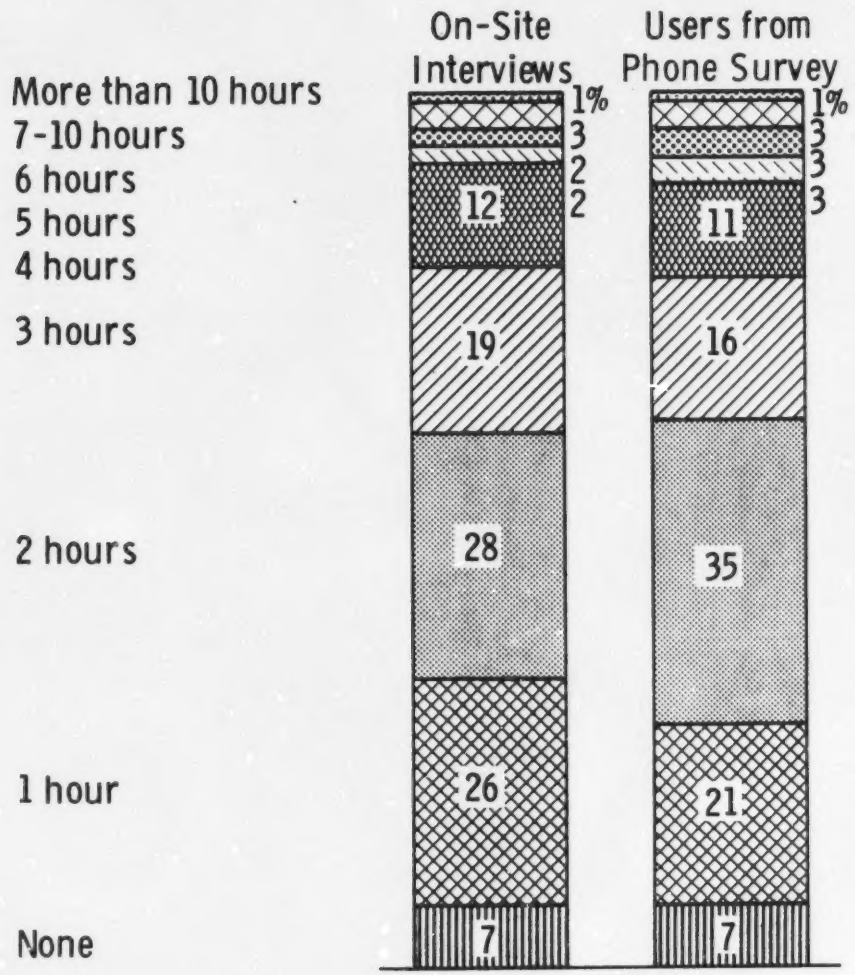
	Library Users	Library Non-Users
Commedy/variety	45%	44%
News/documentaries	24	25
General drama	23	23
Police/detective	19	25
Movies/feature films	16	10
Sports	11	8
Soap operas - daytime	4	13
Conversation	10	4
Educational-channel	11	4
Quiz/game shows	4	8
Adventure	4	4
Suspense/mystery	4	1
Weekend children's shows	1	*
Base:	(356)	(482)

* less than .05%

FAVORITE TYPES OF TELEVISION PROGRAMS
- People Who Watch Television -
- by District -

	One	Two	Three	Four	Five	Six
Commedy/variety	36%	43%	47%	51%	41%	51%
News/documentaries	30	19	19	19	24	35
General drama	13	12	32	35	24	20
Police/detective	19	21	23	18	24	27
Movies/feature films	11	14	10	15	15	8
Sports	9	12	6	9	13	7
Soap operas - daytime	12	4	10	8	10	10
Conversation	2	8	6	5	7	13
Educational-channel	9	17	2	2	6	6
Quiz/game shows	4	2	11	7	7	7
Adventure	4	5	5	2	5	3
Suspense/mystery	1	4	2	2	2	3
Weekend children's shows	1	1	-	-	1	-
Base:	(138)	(131)	(142)	(143)	(140)	(144)

AVERAGE NUMBER OF HOURS TELEVISION IS WATCHED PER DAY



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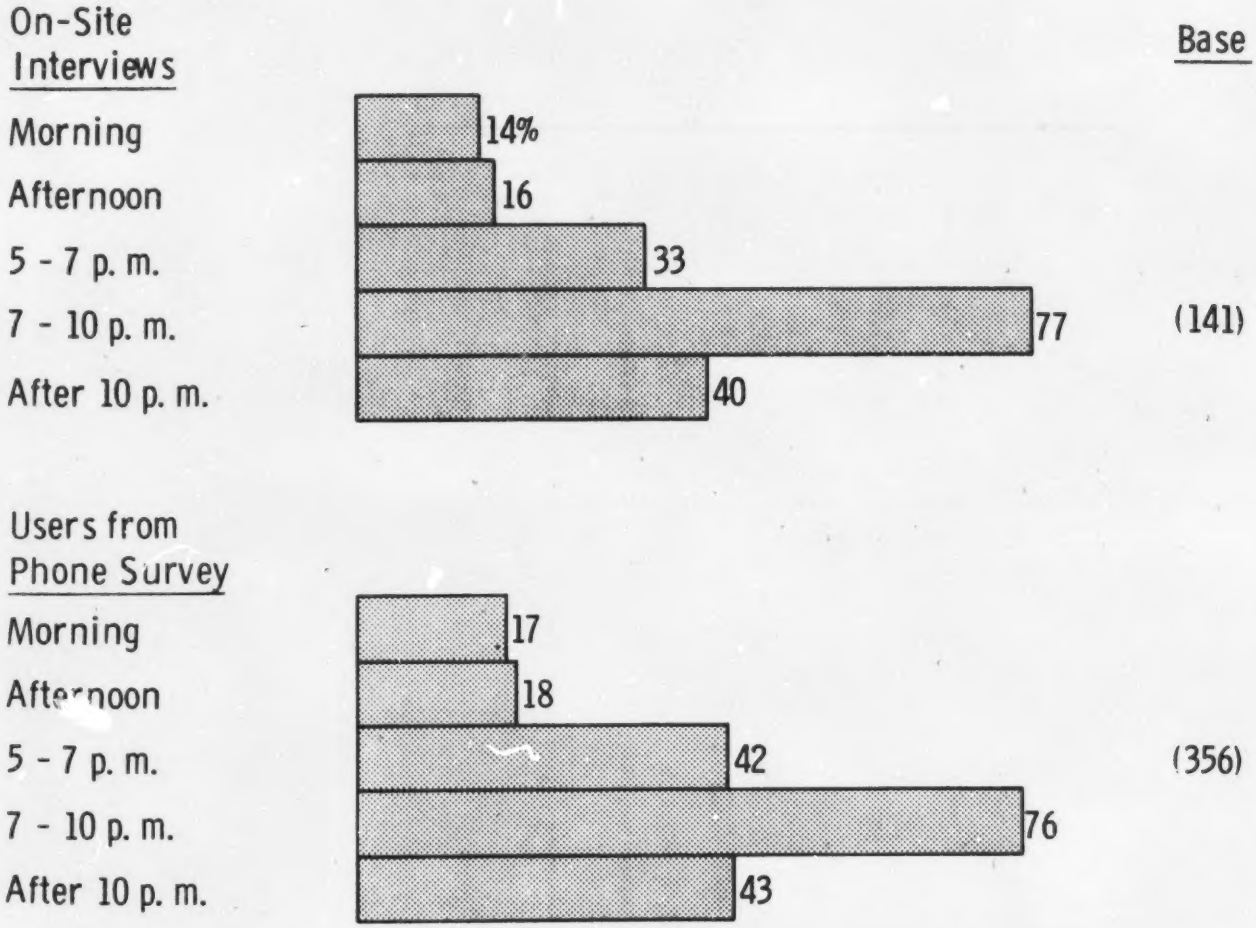
TIMES OF DAY TELEVISION IS WATCHED

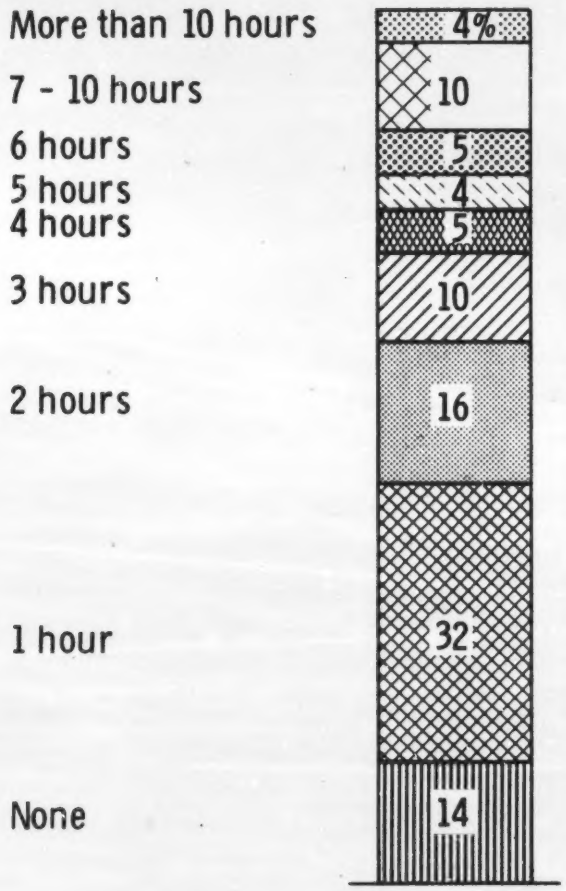
- People Who Watch Television -



FAVORITE TYPES OF TELEVISION PROGRAMS
- People Who Watch Television -

	On-Site Interviews	Users from Phone Survey
Commedy/variety	38%	45%
Police/detective	34	19
News/documentaries	31	24
General drama	17	23
Educational - Ch. 11	17	11
Movies/feature films	15	16
Sports	14	11
Conversation	9	10
Adventure	6	4
Soap Operas - daytime	5	4
Quiz/game shows	3	4
Weekend children's shows	3	1
Suspense/mystery	2	4
Base:	(141)	(356)

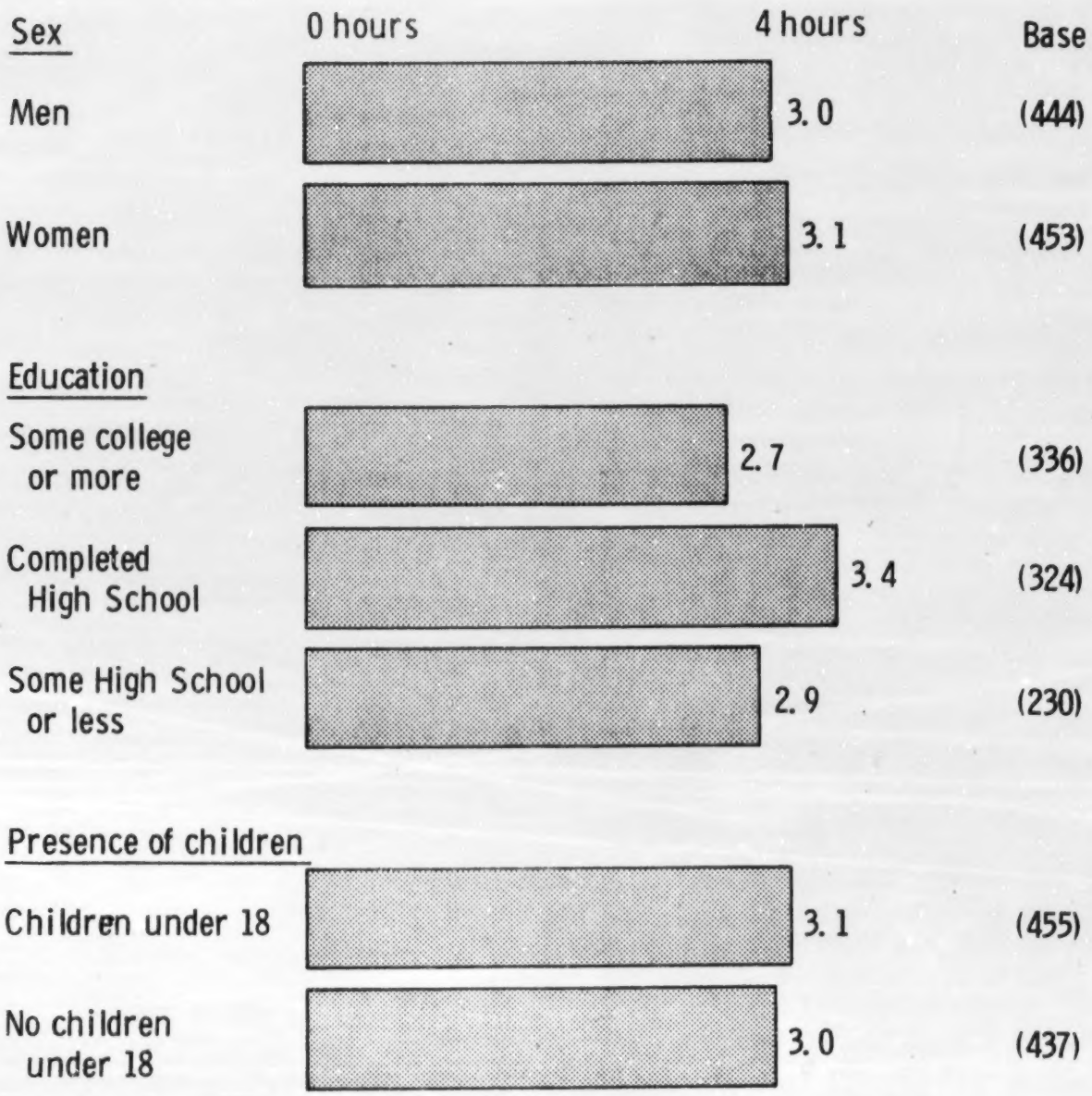
NUMBER OF HOURS THE RADIO IS LISTENED TO PER DAY
- Total Sample -



Average: 3.03 hours

Base: (897)

AVERAGE NUMBER OF HOURS THE RADIO IS LISTENED TO PER DAY
- by Various Population Segments -



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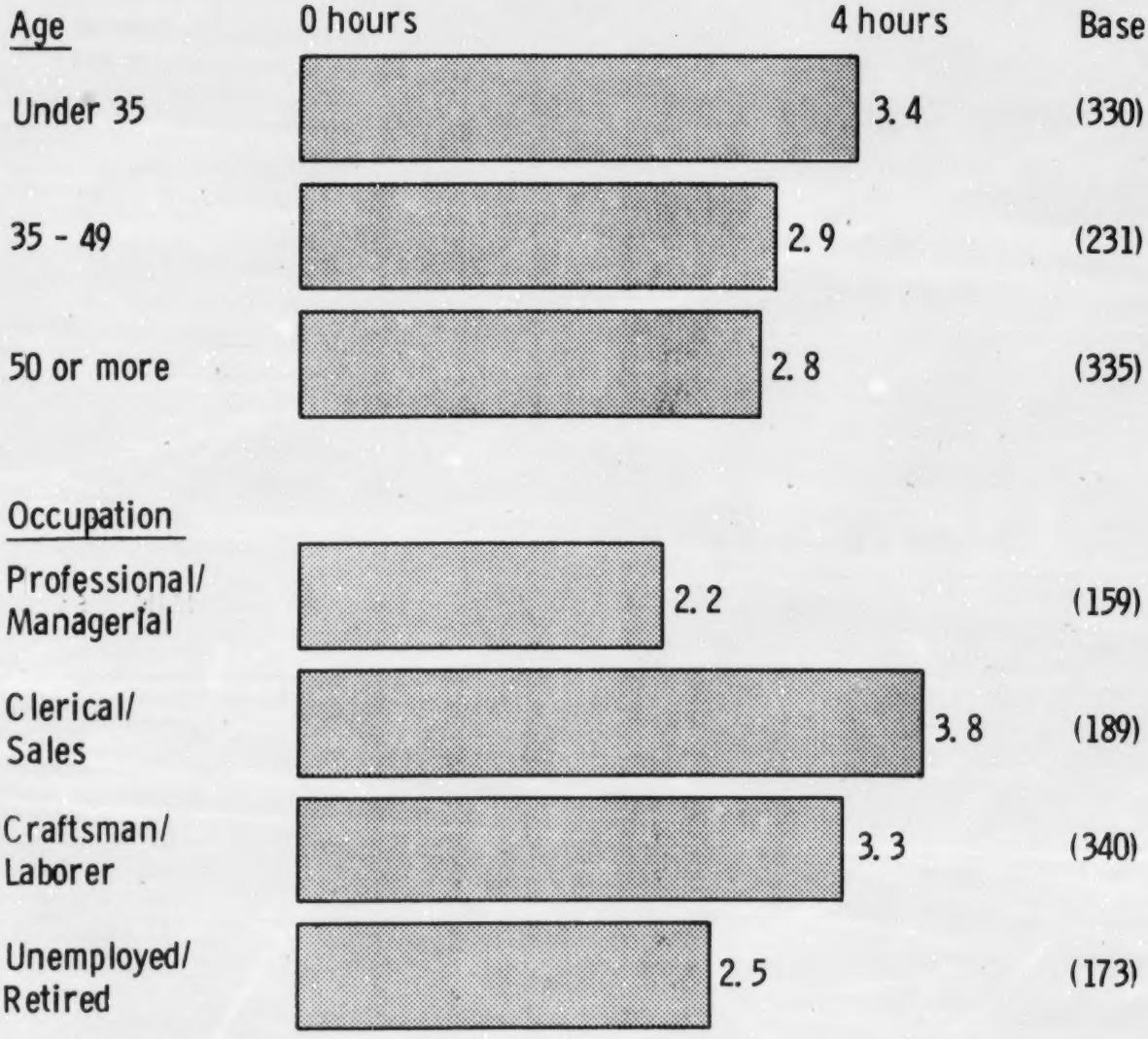
AVERAGE NUMBER OF HOURS THE RADIO IS LISTENED TO PER DAY
- by Various Population Segments -
(Continued)



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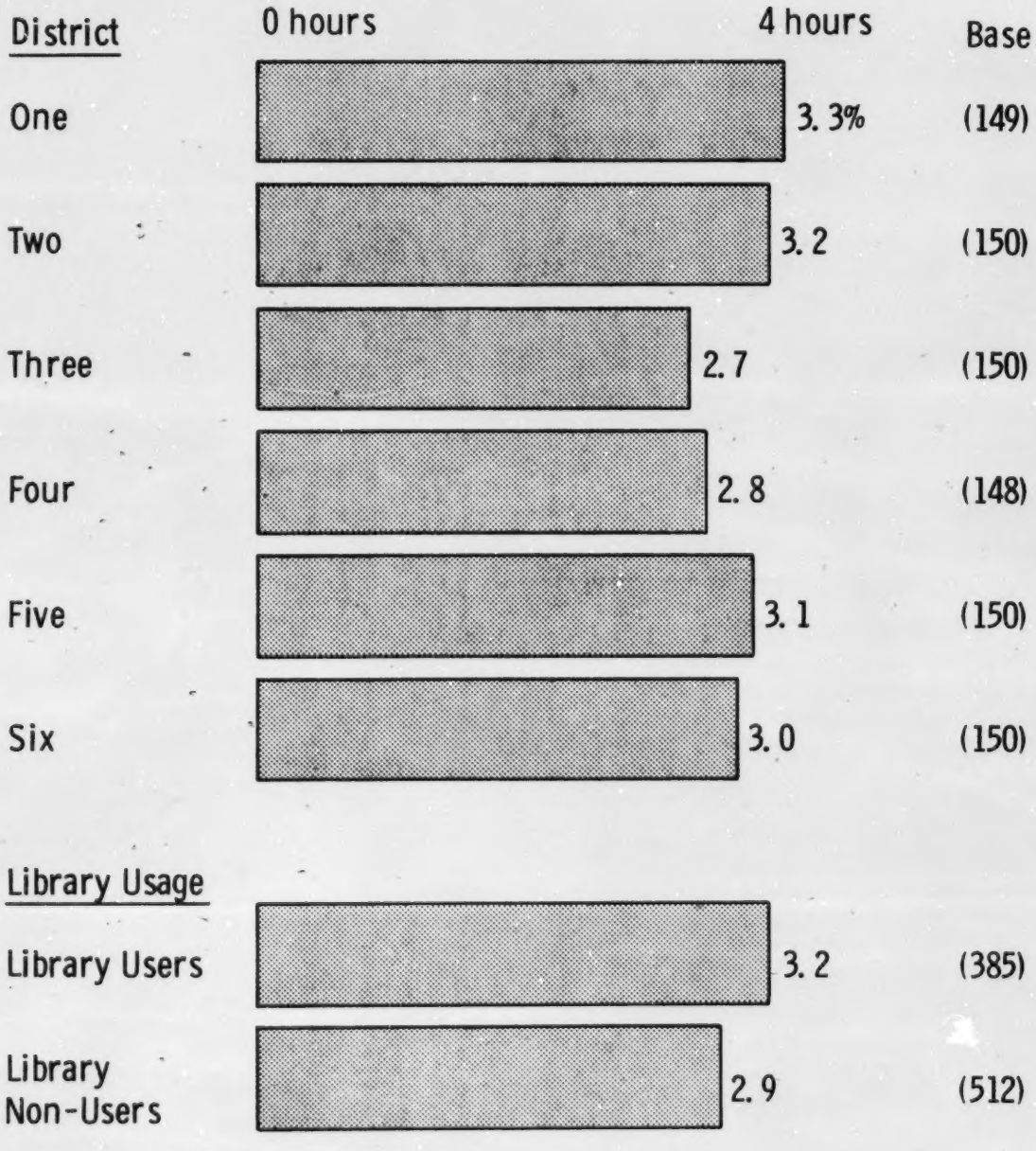
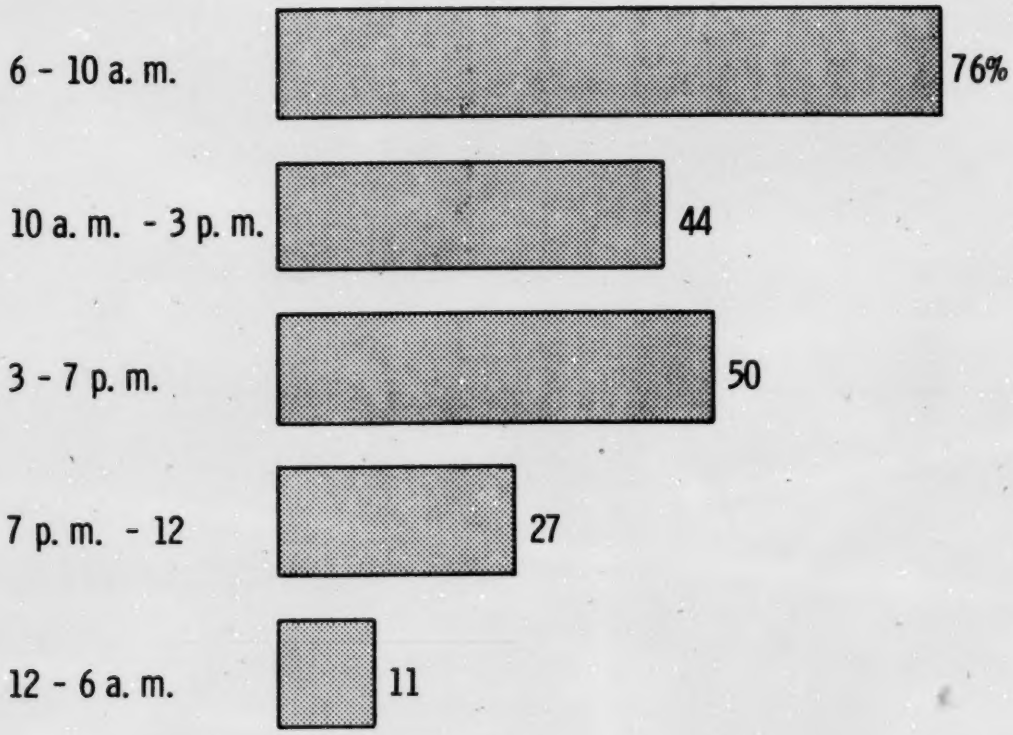
AVERAGE NUMBER OF HOURS THE RADIO IS LISTENED TO PER DAY

- by Various Population Segments -
(Continued)



TIMES OF DAY WHEN RADIO IS LISTENED TO
- People Who Listen to the Radio -



TYPES OF RADIO PROGRAMS GENERALLY LISTENED TO
- People Who Listen to the Radio -

News	90%
Popular music	64
Golden Oldies	60
Instrumental music	56
Standards	52
Sports	52
Modern Country	50
Talk shows	44
Classical/Semi-Classical	43
Top 40	36
Religious	34
Heavy Rock	20
Farm	19
Ethnic	11
Base:	(776)

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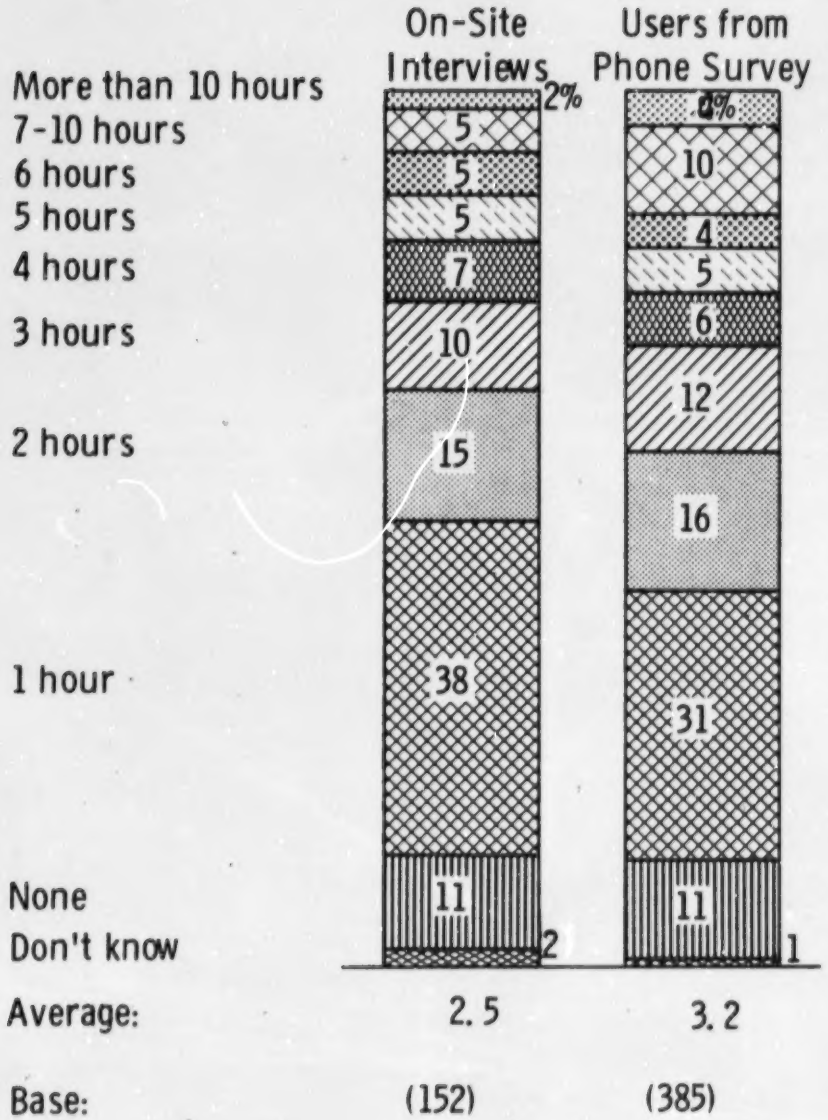
TYPES OF RADIO PROGRAMS GENERALLY LISTENED TO
- People Who Listen to the Radio -
- by Library Usage -

	Library Users	Library Non-Users
News	90%	90%
Popular music	65	63
Golden Oldies	60	60
Instrumental music	63	51
Standards	58	48
Sports	56	49
Modern Country	43	55
Talk shows	47	41
Classical/Semi-Classical	52	36
Top 40	41	31
Religious	28	39
Heavy Rock	23	16
Farm	16	21
Ethnic	10	13
Base:	(344)	(432)

TYPES OF RADIO PROGRAMS GENERALLY LISTENED TO
- People Who Listen to the Radio -
- by Districts -

	One	Two	Three	Four	Five	Six
News	88%	88%	89%	94%	93%	88%
Popular music	64	63	65	65	60	70
Golden Oldies	51	58	70	56	58	63
Instrumental music	51	66	53	59	54	54
Standards	49	65	48	54	54	45
Sports	53	52	58	49	53	49
Modern Country	36	37	56	52	62	53
Talk shows	45	52	47	39	34	45
Classical/Semi-Classical	44	50	34	41	50	42
Top 40	28	41	31	37	45	31
Religious	32	16	31	39	47	39
Heavy Rock	18	20	19	18	22	21
Farm	16	9	26	24	23	12
Ethnic	28	9	7	5	8	12
Base:	(116)	(128)	(137)	(140)	(125)	(130)

AVERAGE NUMBER OF HOURS RADIO IS LISTENED TO
- Total Sample -



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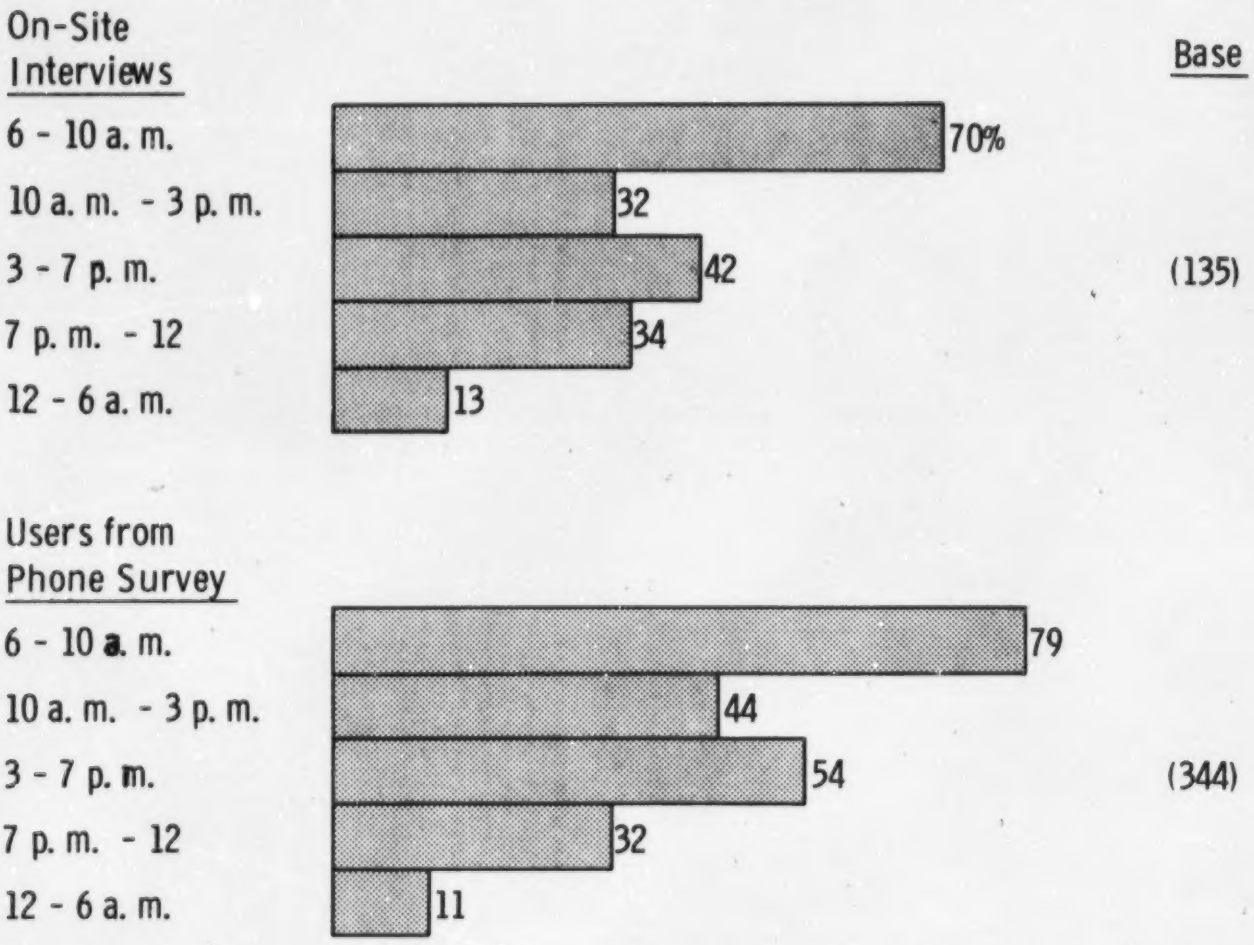
TIMES OF DAY WHEN RADIO IS LISTENED TO

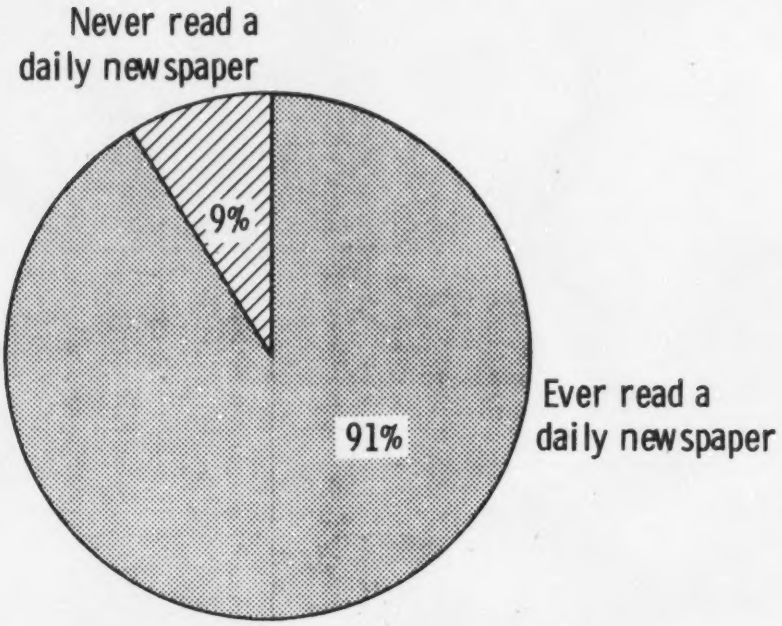
- People Who Listen to the Radio -



TYPES OF RADIO PROGRAMS GENERALLY LISTENED TO
- People Who Listen to the Radio -

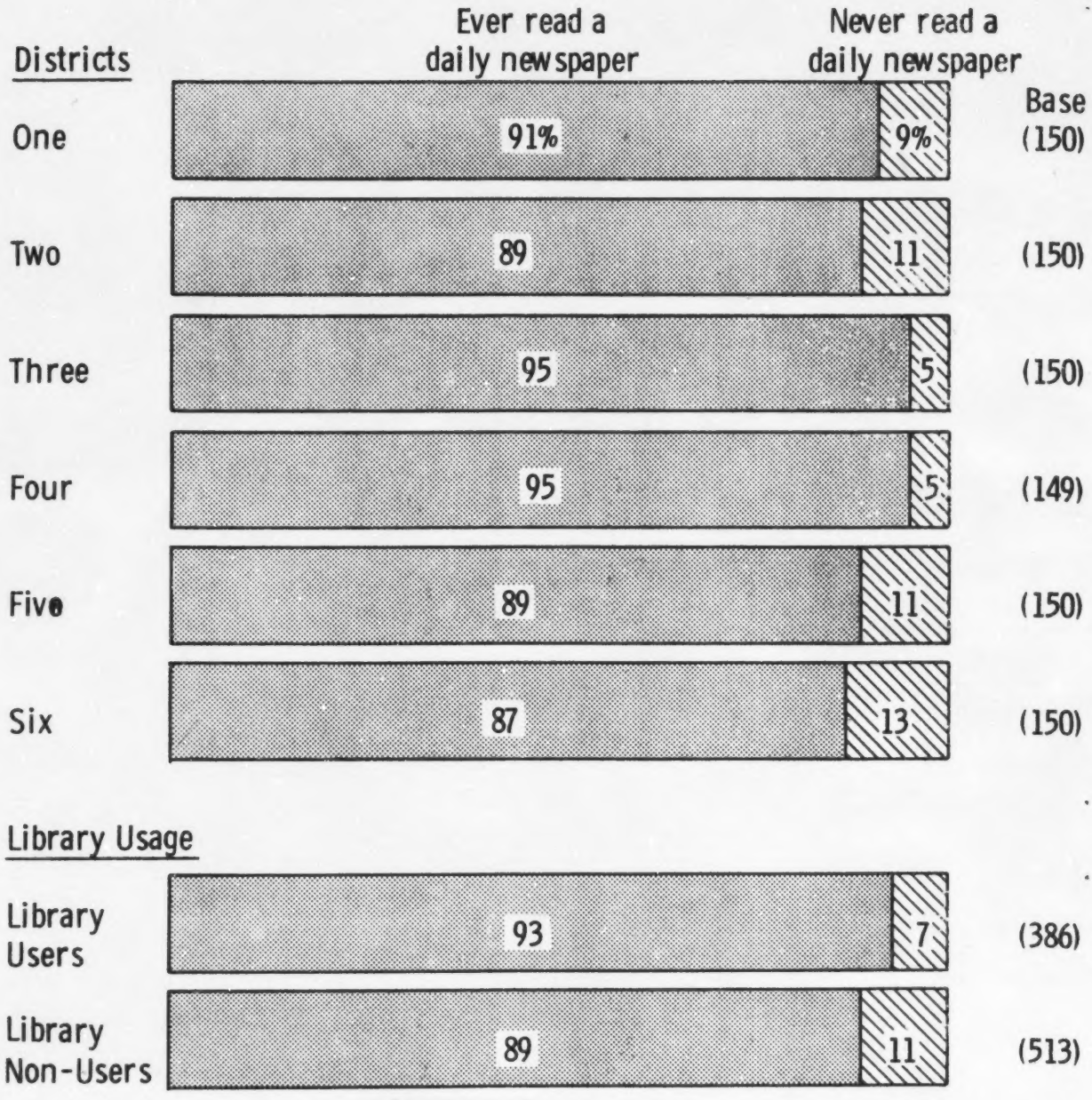
	On-Site Interviews	Users from Phone Survey
News	89%	90%
Popular music	63	65
Instrumental music	49	63
Sports	47	56
Talk shows	47	47
Golden oldies	46	60
Classical/semi-classical	42	52
Standards	37	58
Modern country	36	43
Top 40	33	41
Religious	32	28
Heavy rock	19	23
Ethnic	15	10
Farm	13	16
Base:	(135)	(344)

DAILY NEWSPAPER READERSHIP
- Total Sample -

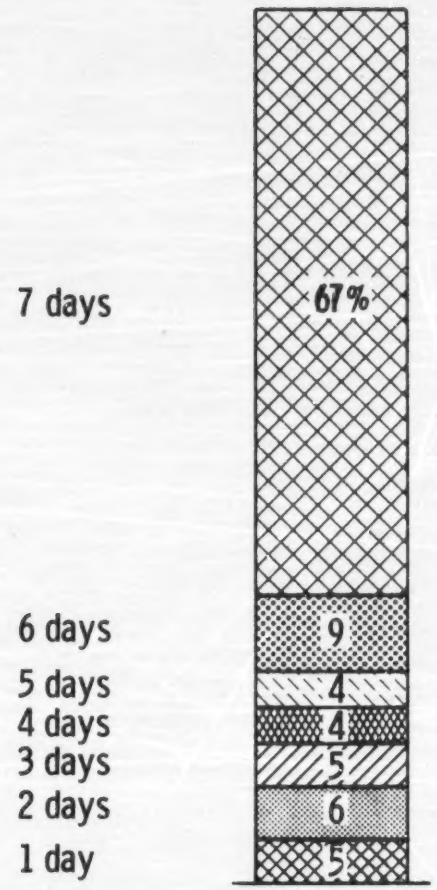


Base: (899)

DAILY NEWSPAPER READERSHIP
- by Districts and Library Usage -



NUMBER OF DAYS A WEEK NEWSPAPER USUALLY READ
- People Who Read a Daily Newspaper -

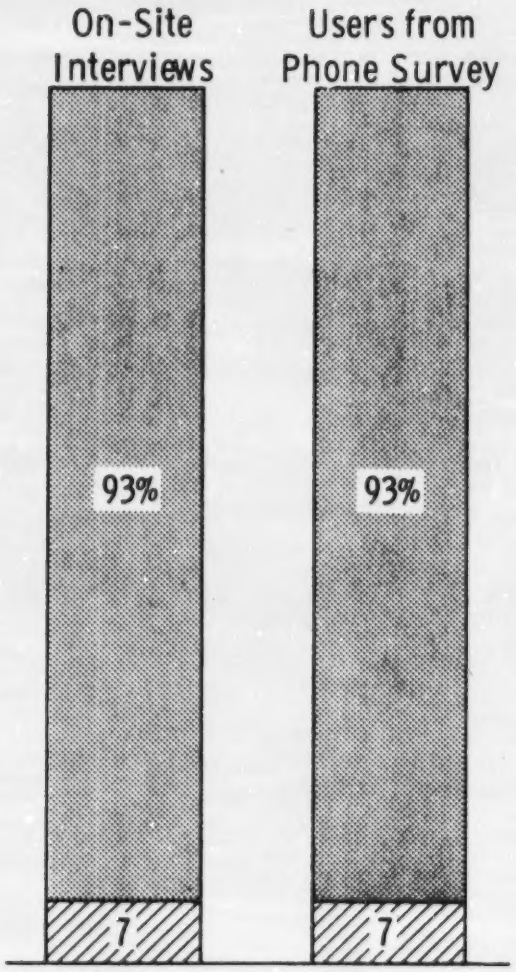


Base: (818)

NEWSPAPERS READ
- People Who Read Daily Newspaper -

	Newspapers Read		Also Read	
	On-Site Interviews	Users from Phone Survey	On-Site Interviews	Users from Phone Survey
CHICAGO TRIBUNE	17%	19%	14%	15%
CHICAGO SUN TIMES	15	13	9	8
CHICAGO DAILY NEWS	11	9	8	8
PEORIA JOURNAL STAR	5	3	3	-
DECATUR HERALD	4	3	4	-
ST. LOUIS GLOBE DEMOCRAT	3	3	1	2
WALL STREET JOURNAL	2	-	6	6
ROCKFORD MORNING STAR	1	5	2	1
ARGUS	1	4	-	2
DECATUR REVIEW	1	1	-	1
All other newspapers	47	45	52	53
Base:	(152)	(359)	(142)	(342)

READING OF DAILY NEWSPAPER
- Total Sample -



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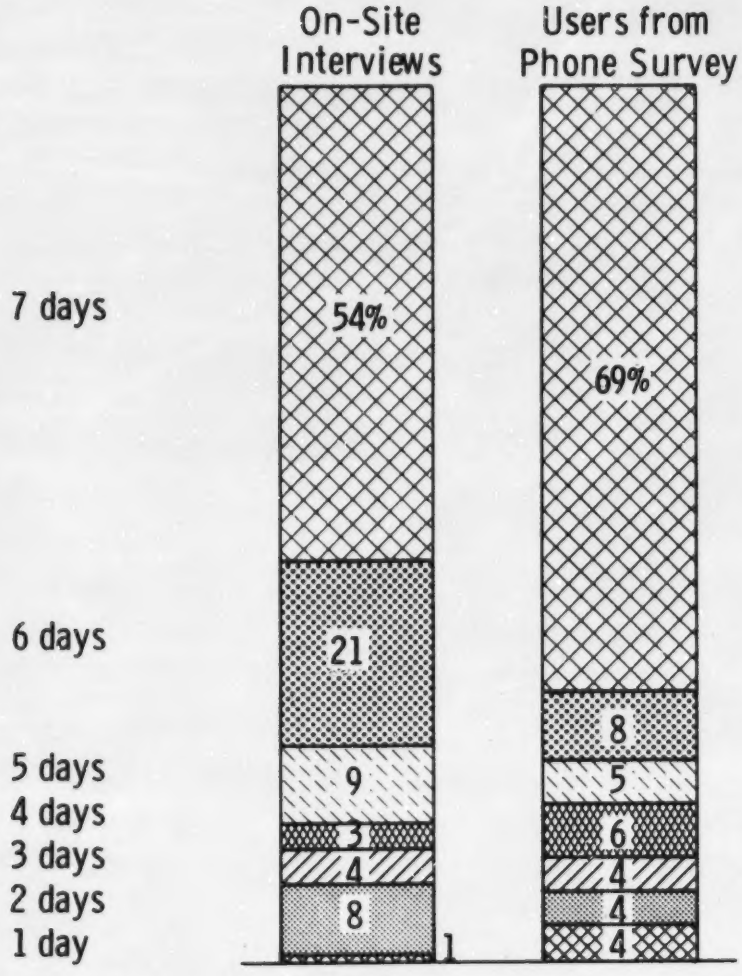
NUMBER OF DAYS A WEEK NEWSPAPER USUALLY READ

- People Who Read Daily Newspaper -



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CATEGORIES OF TELEVISION PROGRAMS

ADVENTURE	Bionic Woman Invisible Man Six Million Dollar Man
COMEDY/VARIETY	All in the Family Barney Miller Bob Newhart Carol Burnett Chico & the Man Cop & the Kid Doc Donny & Marie Good Times Grady Happy Days Jeffersons Mary Tyler Moore Midnight Special Saturday Night Tonight Walt Disney Wide/ABC World of Entertainment
CONVERSATION	Kups Show Sixty Minutes Tomorrow
EDUCATIONAL CHANNEL 11 PROGRAMS	
GENERAL DRAMA	Doctor's Hospital Emergency Little House on the Prairie Marcus Welby Medical Center Moving On Petrocelli Swiss Family Robinison Waltons

MOVIES/FEATURE FILMS	(no examples)
NEWS/DOCUMENTARIES	(no examples)
POLICE ACTION / PRIVATE DETECTIVE	Adam 12 Baretta Barnaby Jones Bronc Cannon Harry O Hawaii 50 Joe Forester Kojak Longstreet Mannix Police Story Police Woman Rockford Files Rookies Starsky & Hutch Streets of San Francisco Swat Switch
QUIZ/GAME/AUDIENCE PARTICIPATION	(no examples)
SOAP OPERAS (DAYTIME)	All my Children As the World Turns Days of Our Lives
SPORTS	(no examples)
SUSPENSE/MYSTERY	Ellery Queen NBC Sunday Night Mystery McCloud Columbo McMillan & Wife
WEEKEND CHILDREN'S SHOWS	(no examples)